Frank Anthony DiEsso

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11 Stone Barn Road, Pittstown, NJ

EDUCATION AND HONORS:

Muhlenberg College – Allentown, PA Expected Graduation: May 2025
Majors: Business Administration
Concentrations: Marketing/Management
Minors: Entrepreneurship

Personal Statement: I am a motivated student-athlete always looking to expand my horizons and improve myself. I love to work with like-minded, passionate, and driven people. I am seeking a marketing, management, or sales position to showcase my skills and gain experience in the business world.

Relevant Courses:
Microeconomics, Macroeconomics, Statistical Analysis, Management, Business Ethics, Corporate Finance, Financial Accounting, Business Operations, Marketing, Media and Society, Organizational Behavior, New Venture Creation, Globalization & Marketing, Marketing research, Leadership

PROFESSIONAL EXPERIENCE:

Ford Motor Company – King of Prussia, PA May 2024 - August 2024
Marketing, sales, and service intern

- Analyzed customer feedback using NPS metrics to find improvements and resolve issues
- Spoke with dealership owners to fix weak points and improve the dealership based on data analytics
- Utilized Microsoft Excel spreadsheets to complete projects such as NPS year-over-year

Muhlenberg Student Managed Investment Fund – Allentown, PA September 2023 - May 2024
Social Media/Marketing Manager

- Covered activities done within the club sessions including location and time for following meetings
- Perform in-depth equity research to help make investment decisions with a 50-person team
- Grew the club from 17-150 members, recruiting 38 quants and 50 plus analysts for our training program

CH Home Services - Warren Hills, NJ January 2018 - September 2021
Landscaper

- Finished tasks quickly and efficiently
- Mowed lawns, pulled weeds, made patios off of concrete, did whatever jobs needed to be done for the customer
- Communicated with customers when booking jobs on logistics and scope of work

SKILLS:

Technical Skills: Microsoft Excel, Microsoft Word, and Powerpoint
Soft Skills: Customer Service, Time Management, Presentations, and Teamwork

Interests/Passions: Marketing, Sales, Connecting with others, Business administration, management, Wrestling, and Investing